

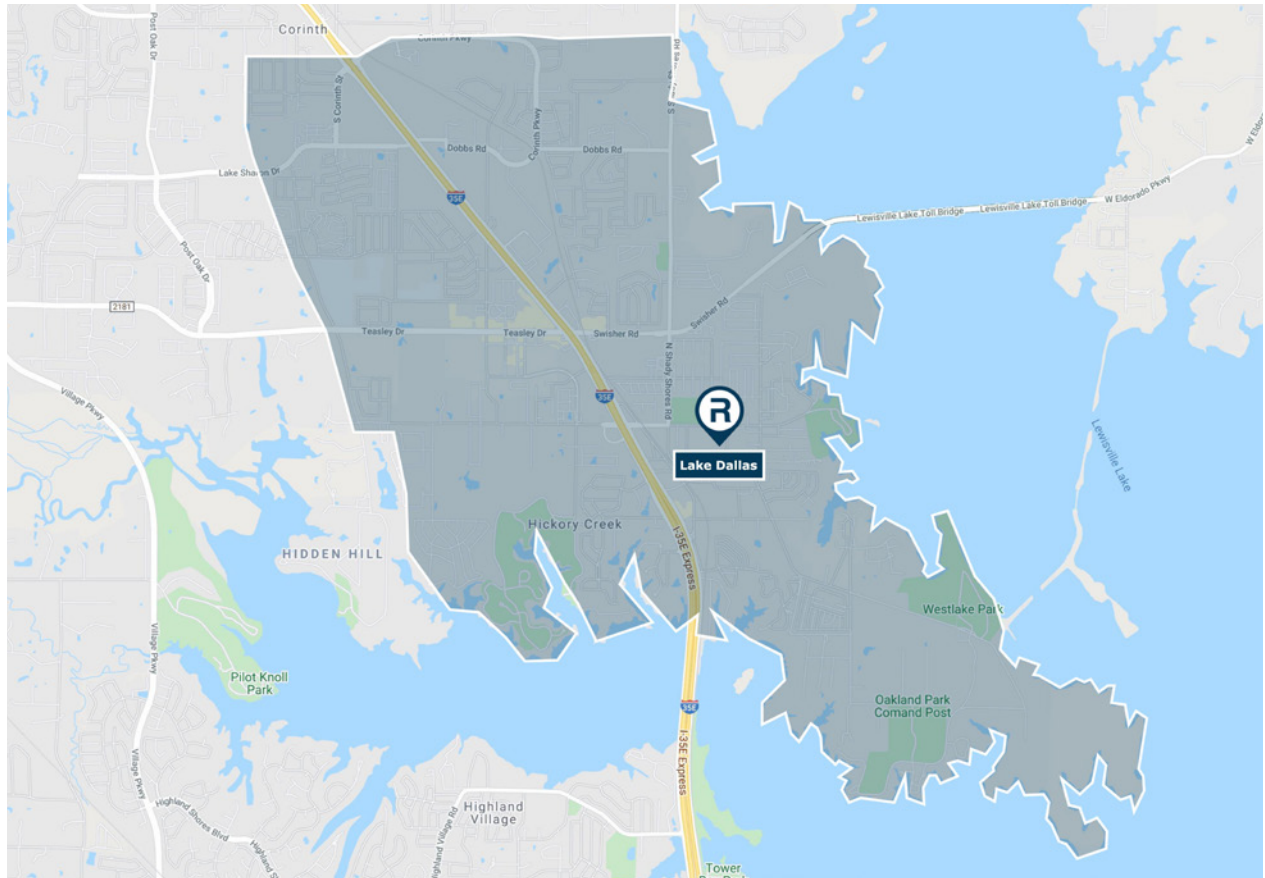


LAKE DALLAS, TEXAS

# Primary Retail Trade Area Demographic Profile



# Contact Information



**City of Lake Dallas**  
**Lake Dallas Community Development Corporation**  
Lancine Bentley  
Community Development Coordinator

212 Main Street  
Lake Dallas, Texas 75065

Phone 940.497.2226 ext. 404  
lbentley@lakedallas.com  
LakeDallas.com



# About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	24,730	
2020 Estimate	22,647	
2010 Census	17,823	
2000 Census	12,248	
Growth 2020 - 2025		9.20%
Growth 2010 - 2020		27.07%
Growth 2000 - 2010		45.52%
<b>2020 Est. Population by Single-Classification Race</b>	<b>22,647</b>	
White Alone	18,231	80.50%
Black or African American Alone	1,500	6.62%
Amer. Indian and Alaska Native Alone	212	0.94%
Asian Alone	618	2.73%
Native Hawaiian and Other Pacific Island Alone	18	0.08%
Some Other Race Alone	1,417	6.26%
Two or More Races	651	2.88%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>22,647</b>	
Not Hispanic or Latino	18,170	80.23%
Hispanic or Latino	4,477	19.77%
Mexican	3,506	78.31%
Puerto Rican	170	3.80%
Cuban	50	1.12%
All Other Hispanic or Latino	751	16.78%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>4,477</b>	
White Alone	2,807	62.70%
Black or African American Alone	28	0.63%
American Indian and Alaska Native Alone	45	1.01%
Asian Alone	4	0.09%
Native Hawaiian and Other Pacific Islander Alone	2	0.05%
Some Other Race Alone	1,387	30.98%
Two or More Races	203	4.53%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>618</b>	
Chinese, except Taiwanese	22	3.56%
Filipino	54	8.74%
Japanese	38	6.15%
Asian Indian	94	15.21%
Korean	221	35.76%
Vietnamese	114	18.45%
Cambodian	25	4.05%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.16%
All Other Asian Races Including 2+ Category	50	8.09%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>22,647</b>	
Arab	69	0.31%
Czech	70	0.31%
Danish	91	0.40%
Dutch	169	0.75%
English	1,981	8.75%
French (except Basque)	409	1.81%
French Canadian	132	0.58%
German	2,575	11.37%
Greek	49	0.22%
Hungarian	60	0.27%
Irish	1,732	7.65%
Italian	613	2.71%
Lithuanian	11	0.05%
United States or American	3,194	14.10%
Norwegian	240	1.06%
Polish	282	1.25%
Portuguese	49	0.22%
Russian	83	0.37%
Scottish	362	1.60%
Scotch-Irish	391	1.73%
Slovak	15	0.07%
Subsaharan African	39	0.17%
Swedish	154	0.68%
Swiss	22	0.10%
Ukrainian	21	0.09%
Welsh	75	0.33%
West Indian (except Hisp. groups)	21	0.09%
Other ancestries	5,428	23.97%
Ancestry Unclassified	4,311	19.04%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	16,780	78.90%
Speak Asian/Pacific Island Language at Home	267	1.26%
Speak IndoEuropean Language at Home	411	1.93%
Speak Spanish at Home	3,694	17.37%
Speak Other Language at Home	117	0.55%



# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>22,647</b>	
Age 0 - 4	1,379	6.09%
Age 5 - 9	1,405	6.20%
Age 10 - 14	1,582	6.99%
Age 15 - 17	995	4.39%
Age 18 - 20	844	3.73%
Age 21 - 24	995	4.39%
Age 25 - 34	2,971	13.12%
Age 35 - 44	3,302	14.58%
Age 45 - 54	3,479	15.36%
Age 55 - 64	2,962	13.08%
Age 65 - 74	1,768	7.81%
Age 75 - 84	758	3.35%
Age 85 and over	207	0.91%
Age 16 and over	17,955	79.28%
Age 18 and over	17,287	76.33%
Age 21 and over	16,443	72.61%
Age 65 and over	2,733	12.07%
2020 Est. Median Age		38.59
2020 Est. Average Age		38.11
<b>2020 Est. Population by Sex</b>	<b>22,647</b>	
Male	11,110	49.06%
Female	11,537	50.94%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>11,110</b>	
Age 0 - 4	701	6.31%
Age 5 - 9	720	6.48%
Age 10 - 14	829	7.46%
Age 15 - 17	500	4.50%
Age 18 - 20	429	3.86%
Age 21 - 24	504	4.54%
Age 25 - 34	1,425	12.83%
Age 35 - 44	1,613	14.52%
Age 45 - 54	1,695	15.26%
Age 55 - 64	1,462	13.16%
Age 65 - 74	833	7.50%
Age 75 - 84	325	2.93%
Age 85 and over	73	0.66%
2020 Est. Median Age, Male		37.87
2020 Est. Average Age, Male		37.36
<b>2020 Est. Female Population by Age</b>	<b>11,537</b>	
Age 0 - 4	677	5.87%
Age 5 - 9	685	5.94%
Age 10 - 14	753	6.53%
Age 15 - 17	495	4.29%
Age 18 - 20	415	3.60%
Age 21 - 24	491	4.26%
Age 25 - 34	1,546	13.40%
Age 35 - 44	1,689	14.64%
Age 45 - 54	1,784	15.46%
Age 55 - 64	1,500	13.00%
Age 65 - 74	935	8.10%
Age 75 - 84	433	3.75%
Age 85 and over	134	1.16%
2020 Est. Median Age, Female		39.27
2020 Est. Average Age, Female		38.85

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DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	4,485	24.53%
Males, Never Married	2,150	11.76%
Females, Never Married	2,334	12.77%
Married, Spouse present	9,951	54.43%
Married, Spouse absent	888	4.86%
Widowed	616	3.37%
Males Widowed	220	1.20%
Females Widowed	397	2.17%
Divorced	2,342	12.81%
Males Divorced	1,101	6.02%
Females Divorced	1,241	6.79%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	490	3.2%
Some High School, no diploma	841	5.4%
High School Graduate (or GED)	3,575	23.1%
Some College, no degree	4,363	28.2%
Associate Degree	1,062	6.9%
Bachelor's Degree	3,510	22.7%
Master's Degree	1,303	8.4%
Professional School Degree	166	1.1%
Doctorate Degree	136	0.9%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	518	21.41%
High School Graduate	736	30.41%
Some College or Associate's Degree	703	29.05%
Bachelor's Degree or Higher	462	19.09%
<b>Households</b>		
2025 Projection	9,000	
2020 Estimate	8,250	
2010 Census	6,538	
2000 Census	4,464	
Growth 2020 - 2025		9.09%
Growth 2010 - 2020		26.19%
Growth 2000 - 2010		46.46%
<b>2020 Est. Households by Household Type</b>	<b>8,250</b>	
Family Households	6,015	72.91%
Nonfamily Households	2,235	27.09%
2020 Est. Group Quarters Population	5	
2020 Households by Ethnicity, Hispanic/Latino	1,167	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>8,250</b>	
Income < \$15,000	555	6.73%
Income \$15,000 - \$24,999	217	2.63%
Income \$25,000 - \$34,999	372	4.51%
Income \$35,000 - \$49,999	871	10.56%
Income \$50,000 - \$74,999	1,308	15.86%
Income \$75,000 - \$99,999	1,253	15.19%
Income \$100,000 - \$124,999	1,065	12.91%
Income \$125,000 - \$149,999	769	9.32%
Income \$150,000 - \$199,999	920	11.15%
Income \$200,000 - \$249,999	471	5.71%
Income \$250,000 - \$499,999	346	4.19%
Income \$500,000+	104	1.26%
2020 Est. Average Household Income		\$111,341
2020 Est. Median Household Income		\$90,693
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$92,180
Black or African American Alone		\$78,414
American Indian and Alaska Native Alone		\$49,567
Asian Alone		\$95,898
Native Hawaiian and Other Pacific Islander Alone		\$44,964
Some Other Race Alone		\$78,133
Two or More Races		\$118,782
Hispanic or Latino		\$71,034
Not Hispanic or Latino		\$95,997
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>6,015</b>	
Married-Couple Family, own children	2,308	38.37%
Married-Couple Family, no own children	2,390	39.73%
Male Householder, own children	231	3.84%
Male Householder, no own children	167	2.78%
Female Householder, own children	554	9.21%
Female Householder, no own children	364	6.05%
<b>2020 Est. Households by Household Size</b>	<b>8,250</b>	
1-person	1,746	21.16%
2-person	2,536	30.74%
3-person	1,589	19.26%
4-person	1,315	15.94%
5-person	675	8.18%
6-person	258	3.13%
7-or-more-person	131	1.59%
2020 Est. Average Household Size		2.76

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DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>8,250</b>	
Households with 1 or More People under Age 18:	3,415	41.39%
Married-Couple Family	2,461	72.06%
Other Family, Male Householder	266	7.79%
Other Family, Female Householder	648	18.98%
Nonfamily, Male Householder	28	0.82%
Nonfamily, Female Householder	12	0.35%
<b>Households with No People under Age 18:</b>	<b>4,835</b>	<b>58.61%</b>
Married-Couple Family	2,235	46.23%
Other Family, Male Householder	135	2.79%
Other Family, Female Householder	270	5.58%
Nonfamily, Male Householder	1,045	21.61%
Nonfamily, Female Householder	1,151	23.81%
<b>2020 Est. Households by Number of Vehicles</b>	<b>8,250</b>	
No Vehicles	101	1.22%
1 Vehicle	1,938	23.49%
2 Vehicles	3,603	43.67%
3 Vehicles	1,684	20.41%
4 Vehicles	681	8.26%
5 or more Vehicles	244	2.96%
2020 Est. Average Number of Vehicles		2.23
<b>Family Households</b>		
2025 Projection	6,557	
2020 Estimate	6,015	
2010 Census	4,751	
2000 Census	3,465	
Growth 2020 - 2025		9.01%
Growth 2010 - 2020		26.61%
Growth 2000 - 2010		37.11%
<b>2020 Est. Families by Poverty Status</b>	<b>6,015</b>	
2020 Families at or Above Poverty	5,774	95.99%
2020 Families at or Above Poverty with Children	2,579	42.88%
2020 Families Below Poverty	240	3.99%
2020 Families Below Poverty with Children	75	1.25%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>17,955</b>	
Civilian Labor Force, Employed	11,848	65.99%
Civilian Labor Force, Unemployed	593	3.30%
Armed Forces	0	0.00%
Not in Labor Force	5,514	30.71%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>11,998</b>	
For-Profit Private Workers	8,870	73.93%
Non-Profit Private Workers	703	5.86%
Local Government Workers	204	1.70%
State Government Workers	417	3.48%
Federal Government Workers	661	5.51%
Self-Employed Workers	1,135	9.46%
Unpaid Family Workers	8	0.07%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>11,998</b>	
Architect/Engineer	338	2.82%
Arts/Entertainment/Sports	269	2.24%
Building Grounds Maintenance	237	1.98%
Business/Financial Operations	864	7.20%
Community/Social Services	151	1.26%
Computer/Mathematical	384	3.20%
Construction/Extraction	782	6.52%
Education/Training/Library	646	5.38%
Farming/Fishing/Forestry	11	0.09%
Food Prep/Serving	404	3.37%
Health Practitioner/Technician	582	4.85%
Healthcare Support	105	0.88%
Maintenance Repair	403	3.36%
Legal	51	0.43%
Life/Physical/Social Science	52	0.43%
Management	1,591	13.26%
Office/Admin. Support	1,824	15.20%
Production	399	3.33%
Protective Services	172	1.43%
Sales/Related	1,579	13.16%
Personal Care/Service	235	1.96%
Transportation/Moving	917	7.64%
<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>11,998</b>	
White Collar	8,333	69.45%
Blue Collar	2,501	20.85%
Service and Farm	1,164	9.70%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>11,886</b>	
Drove Alone	10,191	85.74%
Car Pooled	752	6.33%
Public Transportation	57	0.48%
Walked	48	0.40%
Bicycle	32	0.27%
Other Means	32	0.27%
Worked at Home	775	6.52%

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DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,802	
15 - 29 Minutes	3,471	
30 - 44 Minutes	3,092	
45 - 59 Minutes	1,459	
60 or more Minutes	1,372	
2020 Est. Avg Travel Time to Work in Minutes		35
2020 Est. Occupied Housing Units by Tenure	8,250	
Owner Occupied	6,190	75.03%
Renter Occupied	2,060	24.97%
2020 Owner Occ. HUs: Avg. Length of Residence		12.23
2020 Renter Occ. HUs: Avg. Length of Residence		5.88
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>8,250</b>	
Value Less than \$20,000	121	1.96%
Value \$20,000 - \$39,999	79	1.28%
Value \$40,000 - \$59,999	9	0.15%
Value \$60,000 - \$79,999	149	2.41%
Value \$80,000 - \$99,999	108	1.75%
Value \$100,000 - \$149,999	436	7.04%
Value \$150,000 - \$199,999	804	12.99%
Value \$200,000 - \$299,999	1,712	27.66%
Value \$300,000 - \$399,999	1,413	22.83%
Value \$400,000 - \$499,999	677	10.94%
Value \$500,000 - \$749,999	326	5.27%
Value \$750,000 - \$999,999	207	3.34%
Value \$1,000,000 or \$1,499,999	137	2.21%
Value \$1,500,000 or \$1,999,999	11	0.18%
Value \$2,000,000+	1	0.02%
2020 Est. Median All Owner-Occupied Housing Value		\$280,358
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	6,580	76.16%
1 Unit Attached	61	0.71%
2 Units	16	0.19%
3 or 4 Units	158	1.83%
5 to 19 Units	641	7.42%
20 to 49 Units	194	2.25%
50 or More Units	160	1.85%
Mobile Home or Trailer	751	8.69%
Boat, RV, Van, etc.	79	0.91%

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	1,192	13.80%
Housing Units Built 2010 to 2014	188	2.18%
Housing Units Built 2000 to 2009	2,482	28.73%
Housing Units Built 1990 to 1999	1,667	19.29%
Housing Units Built 1980 to 1989	1,669	19.32%
Housing Units Built 1970 to 1979	884	10.23%
Housing Units Built 1960 to 1969	379	4.39%
Housing Units Built 1950 to 1959	107	1.24%
Housing Units Built 1940 to 1949	61	0.71%
Housing Unit Built 1939 or Earlier	11	0.13%
2020 Est. Median Year Structure Built		1998





## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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